

VICTORY ANNOUNCEMENT!



MORE MILEAGE ADJUSTMENT on GOODRICH TIRES

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Fabric-6,000 Miles
Cord - 8,000 Miles

TO automobile owners and drivers—to Goodrich Dealers—the B. F. Goodrich Rubber Company herewith declares a *more-mileage adjustment* on Goodrich Tires—6,000 miles for SAFETY TREADS, and 8,000 miles for SILVERTOWN CORDS.

Fix these new Goodrich Adjustment figures firmly in your mind—6,000 miles for SAFETY TREADS—8,000 miles for SILVERTOWNS—instead of the 3,500 and 5,000 miles respectively heretofore in force.

This new adjustment stands back of all Goodrich Tires, including tires already purchased in the hands of user or dealer.

Goodrich Tires in actual usage on road and pavement are today unfolding such matchless mileage, regularly in excess of adjustment basis, that Goodrich knows it has the strongest, most durable tires the rubber industry has produced.

The Goodrich adjustment mileage is increased because Goodrich knows the mileage in its tires, and it wants to give every motorist a share in their economy, and all-around benefits.

Go to a Goodrich Dealer, and buy a Goodrich Tire—or buy four Goodrich Tires—sure that with fair and square usage a Safety Tread will render you at least 6,000 miles; and a Silvertown Cord at least 8,000.

Buy Goodrich Tires from a Dealer

GOODRICH TIRES

"BEST IN THE LONG RUN"

